



“Taboola’s account management team worked closely with Realtime Agency to test new product ideas and recommend best practices that helped drive higher vCTRs and lower CPCs, all while maintaining a high onsite engagement rate. Taboola is now the most efficient channel that Realtime Agency uses to promote branded content for Realtime’s publisher client.”

- **Ken Macdonald**, Senior Ads Manager, Realtime Agency

34%

Decrease in CPC
from April 2022
to August 2023

41%

Increase in vCTR
from April 2022 to
August 2023

 NEWS, FINANCE, TECHNOLOGY

Realtime Agency Achieved 34% Lower CPC for Publisher Client with Taboola Sponsored Content

COMPANY

Realtime Agency is a full-funnel digital marketing agency focused on performance.

CHALLENGE

Drive efficient and engaged traffic to branded content articles for **Realtime Agency's** publisher client.

SOLUTION

Use **Taboola** native ads, bidding tools, and retargeting capabilities to distribute sponsored content across top publisher sites and drive performance results.

RESULTS

With **Taboola**, **Realtime Agency** achieved a **34% decrease in CPC** and **41% increase in vCTR** from **April 2022 to August 2023** for its publisher client. **Taboola** campaigns also delivered a **higher onsite engagement rate** than competitor platforms.

Realtime Agency Increase Engagement at Lower CPCs for Publisher Client with **Taboola**





Introduction

Realtime Agency is a full-funnel digital marketing agency that utilizes scientific methodology to boost performance for their clients. Their global team of digital marketing experts serve clients across the globe, with core offices in London, Denver, and Manila.

Realtime Agency's Publisher Client Expands Reach Across the Open Web with Taboola Sponsored Content

Realtime Agency's publisher client creates co-branded sponsored content for advertisers who want to tap into their engaged and widespread audience. To drive guaranteed pageviews to this content, the publisher client needs a distribution partner who can deliver high-quality performance results at efficient costs.

That's why **Realtime Agency** chose **Taboola**.

As a leading native advertising platform, **Taboola** helps more than 15,000 advertisers reach nearly 600 million daily active users across the world's top publisher properties. By partnering with **Taboola**, **Realtime Agency** and the branded content team at the publisher were able to expand beyond the publisher's audience and promote their sponsored content in brand-safe, targeted environments.

Specifically, the publisher launched **Taboola** Image Ads, containing static visuals and compelling CTAs, and Motion Ads, which include eye-catching graphics that play on a loop. The **Realtime Agency** team also leaned on **Taboola** to provide new tools and customized recommendations to drive the most efficient results.

For example, the publisher implemented **Taboola's** Enhanced CPC bidding solution. This innovative tool automatically adjusts campaign bids to win impressions that are most likely to convert — all while staying under a target CPC goal. Enhanced CPC is part of **Taboola's** suite of smart bidding tools, powered by the our SmartBid machine learning algorithm.

Realtime Agency Increases Onsite Engagement for Publisher with Taboola Pixel

Realtime Agency's publisher client was able to reach their onsite engagement goal by implementing the **Taboola** Pixel via Google Tag Manager. The Pixel is a simple line of code that, when added to an advertiser's website, can automatically track and retarget engaged users who complete a certain conversion event. The publisher used the Pixel to identify visitors who spent at least 15 or 30 seconds on their site. **Taboola's** algorithm did the rest, optimizing campaigns to reach these qualified and engaged users with personalized ads.

Overall, **Taboola's** native display ads yielded **higher engagement rates and lower costs** than the publisher's other distribution platforms, proving to be the **most efficient channel for promoting branded content**. Specifically, **Realtime Agency** achieved a **34% decrease in CPC and 41% increase in vCTR from April 2022 to August 2023** for the publisher.

Now, **Realtime Agency** and the publisher plan to work with **Taboola** on building more efficient and engaging video campaigns for their sponsored content.